

VIRTUAL  
MUSIC  
MANAGER  
**M**  
**VM**

**WRITE A  
YEAR OF  
EMAILS FOR  
YOUR LIST**

**BUILDING AN ENGAGED EMAIL LIST  
COMES DOWN TO THIS**

**KNOW. LIKE. TRUST**

**YOU WANT TO SHARE MORE THAN THE  
MUSIC SO THAT YOUR FANS GETS TO KNOW  
YOU, THEN LIKE YOU, THEN TRUST YOU.**

**THIS LIST IS INCLUDES A RANGE OF  
TYPES OF EMAILS**

**BLUE = PERSONAL EMAIL**

**ORANGE = MUSIC/PROMO EMAIL**

**USE EACH BOX AS A PROMPT TO START  
WRITING - 300 WORDS PER SUBJECT IS  
PERFECT. WHAT ARTICLES, PICTURES OR  
VIDEOS CAN YOU INCLUDE TO GO ALONG  
WITH THE TOPIC?**

**HAVE FUN AND SHART WRITING - X KATE**

(c) 2020 Westwood Management

**3 CHALLENGES OF  
BEING AN ARTIST.**

**NURTURE SERIES**

**BEHIND THE SCENES  
OF A CURRENT  
PROJECT**

**ALBUM RELEASE**

**INDEPENDENT MUSIC  
& THE LOCAL  
COMMUNITY - WHY  
WE NEED EACH  
OTHER.**

**CROWDFUNDING  
PROJECT**

**THE PEOPLE WHO  
HAVE HAD  
THE BIGGEST  
INFLUENCE ON ME**

**NEW SONG**

**A PERSON I WOULD  
TRADE PLACES WITH  
FOR A DAY.**

**VIDEO RELEASE**

**MY DREAMS AND  
GOALS OUTSIDE OF  
MY MUSIC**

**NEW  
MERCH/ONLINE  
STORE**

**ALL ABOUT MY  
FAMILY**

**UPCOMING  
GIG/SHOW**

**BEHIND THE SCENES  
OF A CURRENT  
PROJECT**

**ALBUM  
ANNIVERSARY**

**I'M STRANDED ON  
AN ISLAND - THESE  
ARE THE 3 THINGS I'D  
TAKE WITH ME AND  
WHY.**

**MERCH SALE**

**IF I COULD GO BACK  
AND CHANGE 1  
THING ABOUT MY  
LIFE IT WOULD BE....**

**NEW SONG**

**MY BIGGEST REGRET**

**I NEED YOUR HELP**

**WHAT I'M LEARNING  
ABOUT MYSELF  
RIGHT NOW...**

**WHAT'S NEXT FOR  
MY MUSIC**

**THE BEST DECISION I  
HAVE EVER MADE**

**SPOTIFY  
SPOTLIGHT**

**A SOCIAL CAUSE I'M  
PASSIONATE ABOUT  
AND WHY**

**BIRTHDAY  
GIVEAWAY**

**THE PAINS OF  
ADULTING IN THIS  
DAY AND AGE.**

**ITUNES  
SPOTLIGHT**

**A DAY IN THE LIFE OF  
ME!**

**INVITATION TO  
JOIN MY SUPERFAN  
GROUP**

**THE 3 BIGGEST LIFE  
EVENTS THAT HAVE  
SHAPED WHO I AM  
TODAY.**

**MERCHANDISE  
FEEDBACK AND  
POLL**

**WHAT I'M LEARNING  
ABOUT MYSELF  
RIGHT NOW...**

**WEBSITE  
SPOTLIGHT**